

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0002; Expires April 30, 2017

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 12/31/15

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

BLJ Worldwide LTD

5875

(c) Business Address(es) of Registrant

250 West 57th Street

Suite 1311

New York, NY 10107

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es)

Yes ☐

No ☐

(2) Citizenship

Yes ☐

No ☐

(3) Occupation

Yes ☐

No ☐

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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5. (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

Name	Residence Address	Citizenship	Position	Date Assumed
Mariana Quevedo Vallejo	280 Manhattan Ave, Apt 5A New York, NY 10026	Colombian	Strategic Diplomacy & Advocacy Specialis	August 4, 2015

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Suzzette Martinez	Account Executive	July 24, 2015

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Embassy of Ecuador

China-United States Exchange Foundation

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☒ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☒ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attached

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

See attached

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States, with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See attachment			

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See attachment			

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal:
 Embassy of the Republic of Ecuador
 China-US Exchange Foundation

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☒ Social media websites URL(s): Twitter: @chinausfocus, @keeptradeongoing, @rostroecuador / Facebook: Rostros de Ecuador
☐ Other (specify) Keep Trade Going; China US Focus

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☒ Legislators ☒ Editors ☒ Educational institutions
☒ Government agencies ☒ Civic groups or associations ☒ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☒ Other (specify) Spanish

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

March 22, 2016

/s/ Peter Brown

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

BLJ WORLDWIDE

FARA REG. NO. 5875

ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JULY 1, 2015 TO DECEMBER 31, 2015

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement?

The China-US Exchange Foundation: CUSEF, a non-government non-profit entity based in Hong Kong, engages in promoting relations and facilitating exchanges between China and the United States. We shared information about the Foundation's work to various audiences and provided support for delegations visiting China. Also supported the ChinaUSFocus.com website and related social media accounts, which include sourcing content and performing periodic general promotional activities.

Republic of Ecuador: Supported the Embassy in Washington, D.C. in a full range of public relations services, including media relations, strategic advice, grassroots outreach, public and private events, logistical support, and research & analysis.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity as defined below? If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

The China-US Exchange Foundation:

Undertook various activities that increase general public understanding of U.S.-China relations, including:

Reached out to the following universities and think tanks for contributions for the ChinaUSFocus website:

Universities

- Boston University
- Bucknell University
- Claremont McKenna College
- Columbia University
- Cornell University
- Fordham University
- George Washington University
- Georgetown University
- Harvard University
- Johns Hopkins University
- Loyola Marymount University
- New York University
- Pepperdine University
- Seton Hall University
- Tufts University
- University of Iowa
- University of Southern California

- University of Virginia
- University of Wyoming
- US Naval War College
- Vanderbilt University
- Yale University

Think Tanks

- American Enterprise Institute
- Brookings Institution
- Carnegie Endowment for International Peace
- CATO Institute
- Center for Economic and Policy Research
- Center for Naval Analyses
- Center for New American Security
- Center for Strategic and International Studies
- Committee of 100
- Council on Foreign Relations
- Eurasia Group
- Heritage Foundation
- Hudson Institute
- Jamestown Foundation
- National Council on US-China Relations
- Peterson Institute for International Economics
- RAND Corporation
- Reason Foundation
- Stanley Foundation

We also arranged meetings in New York, Washington DC, and Chicago on behalf of CUSEF with the following media outlets:

- Financial Times
- New York Times
- TIME
- Bloomberg
- CNBC
- The Economist
- Chicago Tribune

We also supported trips to China for the following media outlets:

- Financial Times
- CNBC
- Slate
- CNBC
- Washington Post
- Forbes
- Chicago Tribune
- Newsweek
- Bloomberg

- NPR
- Minneapolis Star Tribune
- U.S. News & World Report
- San Francisco Chronicle

Embassy of Ecuador: Distributed newsletter and related content on behalf of the Embassy of Ecuador to the following outlets:

- 1500 AM Federal News Radio
- ABC Television Network
- Achenblog
- AdAge
- AdWeek
- AEI Newsletter
- AFP
- Afro American Newspapers
- Agence France-Presse
- Agencia EFE
- American Journal Of International Law
- American University International Law Review
- Associated Press
- BBC/British Broadcasting Corporation
- Bloomberg
- C-SPAN.org
- Capital Business
- Capital News Service
- CCTV America
- Center for American Progress
- Chicago Sun-Tribune
- Christian Science Monitor
- ClimateWire News Service/Syndicate Bureau
- CNN
- Congressional Quarterly
- Dow Jones Newswires
- El Tiempo Latino
- Energy Economics Magazine
- Energywise Blog
- Fast Company
- Feature Story News
- Financial Times
- Forbes
- Foreign Policy
- Fortune
- FOX News Channel
- FP Passport
- Fusion (ABC/Univisión)
- Georgetown Journal of International Law
- Global Development: Views from the Center

- Hispanic Communications Network
- Hispanic Link News Service
- Houston Chronicle
- Inter Press Service
- International Business Times
- La Opinión
- LA Times
- Latism.org
- Law 360
- Legal Newslane
- Letters Bloggatory
- McClatchy Newspapers
- Miami Herald
- Monday Developments
- Mother Jones
- National Geographic Travel (DC)
- National Journal
- NBC News Channel
- NPR/National Public Radio
- PBS/Public Broadcasting Service
- Politico
- Public Citizen
- Reuters
- Roll Call
- Satellite Business News
- Science
- Scripps Howard News Service
- Telemundo
- The ABA Washington Letter
- The American Lawyer
- The Christian Science Monitor
- The Economist
- The Hill
- The Huffington Post
- The New Republic
- The New York Times
- The New Yorker
- The People's Attorney
- The Trial Warrior Blog
- The Wall Street Journal
- The Washington Informer
- The Washington Post
- The Washington Times
- The Weekly Standard
- Think Progress
- TIME
- Travel + Leisure
- U.S. Department of Defense - Communications

- U.S. News & World Report
- Univision
- UPI
- USA Today
- Voice of America
-

We also distributed the newsletter and related content to the following universities:

- Case Western
- Reserve University
- Resources for the Future
- Cornell University
- University of California System
- University of California, Los Angeles
- Kansas State University
- Johns Hopkins University
- Yale University
- Environmental Defense Fund
- Washington University
- Purdue University
- Oregon University System
- Michigan State University
- Harvard Medical School
- The University of Colorado System
- University of Virginia
- Natural Resources Defense Council
- Boston University
- Franciscans International
- Harvard University
- University of Wisconsin System
- National Audubon Society
- Sierra Club
- University of Michigan
- Yeshiva University
- The University of Texas System
- Cooperation Internationale pour le Developpement et la Solidarite
- The United Nations Foundation
- University System of Georgia
- The Nature Conservancy
- University of California, San Francisco
- Center for Biological Diversity
- University of Pennsylvania
- Physicians for Social Responsibility
- Georgia Southern University
- The University of North Carolina System
- World Resources Institute
- Princeton University
- Rainforest Alliance

- National Wildlife Federation
- Massachusetts Institute of Technology
- Dartmouth College
- University System of Maryland
- University of Maryland, Baltimore County
- University of California, San Diego
- University of California, Davis
- University of California, Santa Cruz
- Global Rights
- Friends of the Earth
- Oregon Health & Science University
- World Wildlife Fund
- George Mason University
- Duke University
- University of Hawaii Manoa
- University of Illinois
- The University of Hawaii System
- The University of North Carolina at Chapel Hill
- University of Houston System
- University of Massachusetts System
- University of Pittsburgh
- University of Alaska System
- State University of New York System
- University of New Mexico
- Louisiana State University and Agricultural and Mechanical College
- University of the South
- Environmental Development Action in the Third World
- University of Arkansas System
- The Ohio State University
- University of Minnesota
- University of California, Irvine
- University of Wyoming
- Green Cross International
- The California State University System
- North Central College
- University of California, Santa Barbara
- United States Department of the Air Force
- Wesleyan University

BLJ WORLDWIDE**FARA REG. NO. 5875****ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JULY 1, 2015 – DECEMBER 31, 2015****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? (YES)

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.

DATE

(thru) 12/31/15

FROM WHOM

China-U.S. Exch Found

PURPOSE

Fees

AMOUNT

\$258,000.00

12/31/15

China-U.S. Exch Found

Expenses

\$107,517.89

12/31/15

Embassy of Ecuador

Fees

\$237,210.24

12/31/15

Embassy of Ecuador

Expenses

\$ 4,973.76

12/31/15

TOTAL**\$607,701.89**

ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JULY 1, 2015 – DECEMBER 31, 2015

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7,8, or 9 of this statement? (YES)

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

China-US Exchange Foundation

Job ID	Phase ID	Cost Code ID	GL Acct ID	Trans Description	Debit Amt
141 CUSEF			510000	Airfare Billed	30,988.46
141 CUSEF			511000	Lodging Billed	160.97
141 CUSEF			512000	Entertainment Billed	5,358.47
141 CUSEF			513000	Local Travel Billed	718.36
141 CUSEF			516000	Supplies Billed	9,066.63
141 CUSEF			518000	Outside Services Billed	61,225.00
					<u>107,517.89</u>
141 CUSEF	Total				107,517.89

Republic of Ecuador

Job ID	Phase ID	GL Acct ID	Trans Description	Debit Amt
203 Embassy of Ecuad		511000	Lodging	1,076.55
203 Embassy of Ecuad		512000	Entertainment Billed	289.03
203 Embassy of Ecuad		513000	Local Travel Billed	2,549.66
203 Embassy of Ecuad		516000	Supplies Billed	1,058.52
				<u>4,973.76</u>
203 Embassy of Ecuad	Total			4,973.76

ECUADOR LAUNCHES NEW TOURISM CAMPAIGN IN THE NATION'S CAPITAL

July 8th, 2015

Ecuador introduces FEEL AGAIN, the second phase of the country's "All You Need is Ecuador" international tourism promotional efforts

The Embassy of Ecuador in the United States and the Ecuadorian Ministry of Tourism officially launched in Washington, D.C. "FEEL AGAIN", the second stage of the All You Need is Ecuador international tourism campaign. By showcasing Ecuador's brand in the Washington's metro and bus system with prominent advertisements over the summer, the campaign invites travelers to experience Ecuador in a more unique and personal way, and promotes Ecuador as a destination where tourists can reconnect with nature and themselves—from the Amazon to the Galapagos, and from the Pacific Coast to the Andes mountains.

Ecuadorian Ambassador to the United States, Francisco Borja, said, "These sustained tourism promotional efforts are part of the Ecuadorian Government's broader strategy to transition away from oil-based revenues and diversify the economy. Focusing on tourism is part of a long-term plan to increase bilateral trade and strengthen the ties between the peoples of our two countries."

The Washington, D.C. portion of the FEEL AGAIN campaign features seven double-decker tour buses decorated with colorful ads that showcase famous tourist destinations. The buses will be visible throughout the city, taking tourists to landmark locations around the nation's capital from July 6th until the first week of August. The D.C. campaign also includes 100 (25% of all metro cars) floor-to-ceiling panel ads in the D.C. Metro System.

Later this July, the Embassy of Ecuador will also host a roundtable in Washington, D.C. where Ambassador Francisco Borja will meet with tourist operators, media, and cultural organizations from the DMV area. The discussion will be centered on the FEEL AGAIN campaign and why Ecuador is a world-class tourist destination that has a lot to offer for travel, businesses, and tourism.

The campaign is a continuation of the country's \$28 million global promotion efforts in 2015, which have included the first-ever foreign-sponsored Super Bowl halftime commercial, as well as ads in TV, online, and public events in key U.S. markets, including New York, Massachusetts, Connecticut, Florida, and California.

As a result of the successful All You Need Is Ecuador campaign, along with the increased investment in a state-of-the-art tourist infrastructure in the country, Ecuador has witnessed an increase in the country's tourism industry. In 2014, the tourism sector in Ecuador contributed \$1.5 billion (USD) to the country's economy, equivalent to 5% of GDP, making it Ecuador's third largest industry. Ecuador also welcomed 259,468 US visitors in 2014, a 5% increase from the previous year.

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These materials are disseminated by BLJ Worldwide on behalf of the Embassy of the Republic of Ecuador in Washington, DC. Additional information is on file with the Department of Justice, Washington, DC.

EMBASSY OF ECUADOR PROMOTES DESTINATION ECUADOR AMONG KEY PLAYERS OF THE TOURISM INDUSTRY IN THE CAPITAL AREA

July 29th, 2015

Today, the Embassy of Ecuador in Washington, DC hosted a breakfast, at the Willard Hotel, where Ecuadorian Ambassador Francisco Borja met with tour operators, media, and cultural organizations from the Washington, DC area to present Ecuador's potential as a prime tourism destination and the FEEL AGAIN project, the second phase of the worldwide All You Need Is Ecuador campaign.

The event supports the government's efforts to sustain the country's broader goal of changing its productive matrix and transitioning away from oil-based revenues by diversifying its economy. Focusing on tourism from the U.S. is also part of a long-term plan to increase bilateral trade and strengthen the ties between the peoples of our two countries.

"We are excited to have the opportunity to meet with key players of the tourism industry here in Washington, DC," said Ambassador Borja. "The United States is the second largest market for the Ecuadorian tourism industry. So that we can explain the many new and exciting world-class tourist offerings our beautiful and biodiverse country has to offer, and to attract more American citizens to come visit our country, it is very important that we establish strong relationships with people and organizations in the nation's capital through events like these."

During the event, the Embassy highlighted the different touristic resources the country has to offer in its four different regions: the Andes Highlands, the Pacific Coast, the Galapagos Islands and the Amazon Rainforest. An important component of the second phase of the All You Need Is Ecuador campaign is that it is aimed to engage American tour operators, travel reporters, bloggers and other influential figures of the tourism industry in the United States.

As a result of the successful All You Need Is Ecuador campaign, along with the increased investment in a state-of-the-art tourist infrastructure in the country, Ecuador has witnessed a boost in the country's tourism industry. In 2014, the tourism sector in Ecuador contributed \$1.5billion (USD) to the country's economy, equivalent to 5% of GDP, making it Ecuador's third largest industry. Ecuador also welcomed 259,468 US visitors in 2014, a 5% increase from the previous year.

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ECUADORIAN EMBASSY HOSTS YEARLY CONSUL GENERALS ANNUAL WASHINGTON, DC CONFERENCE

July 31st, 2015

Today, the Embassy of Ecuador in the United States hosted the annual Consul General two-day conference, a series of meetings that bring together the 11 Ecuadorian Consul Generals in the U.S. to put them up to date on immigrant labor rights, equal opportunity employment laws, and census data related to the Ecuadorian community in the United States.

The General Consul conference is designed to discuss new and improved ways the Ecuadorian Consulates can better serve the Ecuadorian community living in their consular jurisdiction. The goal is for them to educate their corresponding constituents on existing opportunities and services that will foster a better living environment in both their home and workplace.

In line with the ongoing commitment that the Embassy of Ecuador in the United States has to the Ecuadorian community living in the United States, the Embassy has enlisted the support of the Departments of Justice to host a workshop on the rights of Ecuadorian migrant workers. Additionally, this workshop will also inform the consul generals on housing rights, public access, and means through which to enforce these rights.

This year's conference also features presentations by representatives from the United States Census Bureau, Committee on Equal Employment Opportunity, and the Ministry of Foreign relations. These workshops will inform the Consul Generals on the programs and services available to the Ecuadorian immigrants in the United States so they may disseminate this information through their corresponding networks.

The information provided in these workshops sheds light on the challenges and opportunities Ecuadorian immigrants are currently facing in the United States to prompt the consul generals to find feasible and effective solutions to address them. The end goal is for the consulates to implement efficient actions to support the Ecuadorian immigrant community residing in the United States.

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ECUADORIANS NATIONWIDE CELEBRATE ECUADOR'S NATIONAL DAY

August 7th, 2015

On August 2, New York's Ecuadorian community kicked off the commemoration of the 206th anniversary of Ecuador's Independence. Flags, toquilla straw hats, banners and Ecuadorian soccer Jerseys, adorned Northern Boulevard in Queens, the heart of the Big Apple.

The mayor of New York, Bill de Blasio, led the opening ceremony of the 33rd Ecuadorian parade wearing the traditional straw hat. The community of families, Ecuadorian migrants, authorities and special guests dressed in yellow, blue and red to march along Northern Boulevard from 69th Street to 86th Street, recalling the First Cry of Independence of August 10, 1809.

The Ecuadorian Ambassador to the United States, Francisco Borja, attended as one of the special guests and highlighted the contributions of Ecuadorian migrants in the United States. "The migrant is by nature a person who takes risks, who is accustomed to sacrifice and is not afraid of challenges," said the Ambassador. "These qualities make our compatriots a community that can contribute, innovate and improve this country that is their new home."

Oswaldo Guzmán, president of the Ecuadorian Civic Committee and main organizer of the event, said that between 60.000 to 65.000 spectators gathered at the celebration that was coordinated by the Ecuadorian Civic Committee together with various organizations and the Consulate General of New York.

Other notable figures in the parade included State Senator Jose Peralta, Senator Charles Schumer, State Assemblyman Francisco Moya, of Ecuadorian descent, and Ecuador's Minister of Economic and Social Inclusion Betty Tola. The grand marshal was lawyer Diego Benitez who is the president of the Foundation Vista Para Todos. The Ecuadorian beauty queens in attendance were Emely Matute, Queen of the Civic Committee 2015-2016, Francesca Cipriani, Miss Ecuador 2015, Carolina Baez, Queen of Quito 2014-2015 and Andrea Torres, Queen of Guayaquil 2014 -2015 who were seen on top of dozens of floats while dancing to Ecuadorian music rhythms.

To conclude the event, the attendees gathered on the 86th Street stage to sing Ecuador's national anthem.

Other Ecuadorian Consulates are commemorating Ecuador's national day by hosting events in their respective cities. The Houston consulate will host a reception on August 6th to exhibit Ecuadorian culture to local authorities, diplomats and the Ecuadorian community. On August 7th, the Chicago consulate will hoist the Ecuadorian flag at Delsey Plaza, also host a reception with local authorities and special guests.

The Consulates of Minneapolis, Los Angeles and New Jersey will join the celebration by holding several cultural and musical events throughout the weekend, including the big Ecuadorian Parade to be held on August 9th in the three cities.

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EMBASSY OF ECUADOR IN WASHINGTON D.C. CELEBRATES NATIONAL DAY WITH AN ASTOUNDING CULTURAL DISPLAY

August 11th, 2015

Yesterday, the Embassy of Ecuador in the United States celebrated the 206th Anniversary of the First Cry of Independence of the Republic of Ecuador. The reception was held in the Hall of the Americas at the headquarters of the Organization of American States (OAS).

Ambassador Francisco Borja addressed the audience in a speech in which he recalled the importance of the Ecuadorian independence movement to the independence movements in Latin America. Ambassador Borja also noted that Ecuador's philosophy of Good Living has made the country a model for development in Latin America and around the world.

The reception, adorned with colorful Ecuadorian flowers donated by Expoflores, was attended by various authorities including the Secretary General of the OAS, Luis Almagro who presented a few special remarks to commemorate Ecuador's independence. The audience, composed of members of the diplomatic corps, government authorities and special guests enjoyed traditional music and special performances while learning about Ecuador's culture. Diplomatic representatives of the United States included Patricia Fietz, US Consul General of Guayaquil and Deputy Assistant Secretary for South America Alex Lee.

All guests were treated to the delicious dishes prepared by Ecuadorian Chef Juan José Aniceto, who offered an exquisite menu of traditional Ecuadorian food from his research project "Cocinas Ancestrales". The menu featured the very best of Ecuadorian export products including first class quality shrimp donated by the National Acuaculture Chamber of Ecuador.

Avant-garde Ecuadorian food was prepared with product brands including the award-winning Pacari chocolate, high- quality organic chocolate made entirely in Ecuador. Guests also tasted delicious cocktails made with Solbeso, premium white liquor distilled from the Ecuadorian cocoa fruit and Runa Tea, a beverage made with guayusa leaves from the Ecuadorian Amazon Rainforest.

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ECUADOR SHOWCASES TOURIST PORTFOLIO AT THE 2015 ASTA GLOBAL CONVENTION

September 4th, 2015

The Ecuadorian Embassy in Washington, DC participated in the 2015 ASTA Global Convention to Promote Ecuador's Tourist Destinations

September 2, 2015 (Washington, DC) - The Ecuadorian Embassy in Washington, D.C., participated in the 2015 ASTA Global Convention as part of its strategy to help position Ecuador as a World-class touristic destination among key players of the tourism industry in the United States, one of the top five key tourism markets for Ecuador.

The Embassy's participation in this renowned tourism event started on August 29th, when it opened its doors to 80 U.S. travel agents for a presentation on Ecuador's tourism industry, destinations and developments of the All You Need is Ecuador campaign, followed by a tasting session of traditional Ecuadorian dishes.

As a sponsor of the ASTA Global Convention, the Embassy also took part in a two-day tourism trade show hosting an exhibition booth to promote Ecuador's tourism portfolio among tour operators, and travel suppliers from around the world to connect and establish new business relationships.

"ASTA Global Convention is an opportunity for us to present the vast and wonderful touristic destinations Ecuador has to offer to the American market," said Francisco Borja, Ecuadorian Ambassador to the United States. "We want everyone to know that Ecuador's country brand, 'Ecuador Loves Life' represents a strong commitment to responsible tourism that seeks to increase the number of visitors to our country while protecting and preserving our natural resources."

The Embassy's Communications and Cultural department also participated in the convention's 'Sustainability Panel', where the embassy had the opportunity to share Ecuador's experience in adopting and implementing sustainable tourism practices.

This year's ASTA Global Convention hosted around 700 guests and approximately 450 delegates. ASTA member companies account for an estimated 83% of annual sales produced by travel agencies in the United States, totaling 152 billion in sales in 2014. ASTA was created in 1931 and is the largest society of travel agents in the world with over 6,500 members.

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ECUADOR PROMOTES THE CITIZENS' REVOLUTION ACHIEVEMENTS IN WASHINGTON D.C. DURING THE PARTICIPATION OF VICE MINISTER LEONARDO ARÍZAGA IN THE XIX ANNUAL CAF CONFERENCE TO DISCUSS THE GROWING RELATIONSHIP BETWEEN ASIA AND LATIN AMERICA
September 11th, 2015

Ecuador's Vice Minister of Foreign Affairs and Political Integration, Ambassador Leonardo Arízaga, gave a lecture this morning at Georgetown University in Washington DC, on the achievements and challenges of Ecuador's Citizen Revolution. The conference was attended by students, academics, and officials of the United States Congress and the Organization of American States.

Vice Minister Arízaga emphasized the common good and the good living of the Ecuadorian people, while stressing the great transformations of the country, the priority of spending on social programs, education, housing, and health. He discussed the reduction of poverty, unemployment and underemployment and how the Citizens' Revolution promoted the protection of workers' rights. He further mentioned the changes in the country's progress on infrastructure and public safety for the disabled.

He also referred to the challenges Ecuador is currently facing, such as low oil prices, currency depreciation in neighboring countries, and a strong dollar, among other issues.

Following that event he took part in a panel discussion at the XIX Annual CAF Conference, entitled: "Relations between Latin America and Asia: Enchantment or Deception."

During the CAF conference, Vice Minister Arízaga highlighted the progress and achievements of some Asian countries, like China, in regards to the standards of living of its population. He also referred to the bi-regional relationship between Latin America and Asia, primarily in the areas of trade, investment, cooperation science and technology.

He highlighted Ecuador's experience in its relation with China, and how it is reflected in the various projects being executed with Chinese funding, such as the development of power generation projects, water, mining, oil that will allow the country to change its energy matrix.

In his capacity as President Pro Tempore of the National Coordinators of CELAC, Vice Minister Arízaga said the bi-regional strategic relationship between the two regions has enormous possibilities, such as China's offering to finance USD \$ 65 billion in infrastructure and industrial projects, as well as wanting to increase bi-regional trade of US \$ 250 billion to \$ 500 billion and investments of \$ 250 billion in the region over the next 10 years.

In this context, he addressed the challenges Ecuador must work on proactively in a sub regional, regional and bi-regional level to achieve the proposed objectives of integration.

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EMBASSY OF ECUADOR HOSTS LUNCHEON FOR PRESIDENT RAFAEL CORREA IN NEW YORK WITH INTERNATIONAL BUSINESS AND INVESTMENT LEADERS

September 29, 2015

Ecuador's President and top Ministers present investment opportunities in Ecuador

NEW YORK, NY (September 29, 2015)—Today, President of the Republic of Ecuador Rafael Correa met with business executives and international investors in New York to discuss investment opportunities in Ecuador. In a private luncheon hosted by the Embassy of Ecuador to the United States, top leaders from the mining, oil, financial services, tourism, and technology sectors conversed with the President and key Ministers about the amazing transformations of Ecuador and the advantages offered to invest in the country.

Ambassador Francisco Borja greeted the guests, followed by presentations by President Correa and the Minister of Trade Diego Aulestia, and concluding with a lively conversation with guests about investment prospects in Ecuador. Guests at the lunch included CEOs and other top executives from major international firms such as Citigroup, Cargill, Credit Suisse, Schlumberger, Coca-Cola, Lundin Gold, Pegasus Capital Advisors, Forbes Travel Guide, Fitch Ratings, Six Senses Hotels, Allen & Co., AECON, Corporacion America and Grupo Odinsa, among other companies.

President Correa emphasized the country's economic, social, and political development, its strategic diversification and world-class infrastructure, and its investor reforms including an innovative Public-Private Sector Partnership Law which provides for benefits for the private companies that build public infrastructure. Ecuador's current investment portfolio for infrastructure projects has over \$6.5 billion in ports and highways and \$1 billion in housing projects. These have already drawn the attention of a number of international investors looking to partner with Ecuador.

The President also discussed Ecuador's successful investment in its growing internal market and non-oil exports, which have grown 11% on average yearly since 2007. Strong domestic demand has fostered the interest of multinationals in the food sector, and strong export growth in shrimp, bananas, flowers, and processed fruits and vegetables have attracted FDI in the paper, plastic, carton supply chains among others. Ecuador's dynamic construction sector has also attracted FDI in its supply chain and the tourism sector will alone bring in US \$2.6 billion over the following 2 years. During the first semester of 2015, Ecuador has signed investment contracts for more than \$2 billion dollars: \$1.5 billion FDI, \$US 132 mixed and \$US 435 national. Additionally, there are \$37 billion in in water, basic industries, communications, and electricity projects that are in need of investment.

Guests enjoyed a menu of Ecuadorian delicacies cooked by the Ecuadorian chef Carlos Gallardo jointly with the venue's kitchen.

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